

## CHRISTMAS TREE PROMOTION BOARD

### Board Meeting

June 30, 2020

Via Video Conference

**Welcome and Roll Call:** The meeting was called to order at 11:01 a.m. Eastern time by Chairman, Beth Walterscheidt.

**Board Members in Attendance:** Paul Battaglia, Beth Walterscheidt, Bob Schaefer, Charles Fowler, Derek Ahl, William Brawley, Jim Corliss, and Gary Westlake

**Board Members Not in Attendance:** Della Deal, Roger Beyer, Mark Schmidlin, and Chris Maciborski

**USDA Representative(s) in Attendance:** Sue Coleman

**Staff in Attendance:** Marsha Gray, Cyndi Knudson, and Jenny Tomaszewski

**Guest(s) in Attendance:** None

#### **Promotion Committee:**

Promotion Committee chair, Paul Battaglia, introduced the 2020 promotion campaign as proposed by the committee, and recognized the committee for their many hours of review and input.

Marsha Gray reviewed the 2020 campaign components from the two agencies, Concept Farm and Fleishman Hillard, with the CTPB Board members (see attached budget and outline).

- Battaglia shared that these totals do not include the Christmas Spirit Foundation (Trees for Troops) or Chuck Toombs.
- Board members asked questions and made comments on how COVID-19 may impact the upcoming season.
- Bob Schaefer shared that he would like to see fragrance of trees included in more promotional advertising.

It was **MOVED** by Gary Westlake and **SECONDED** by Charles Fowler to approve a Promotion budget of \$897,000, which includes \$485,000.00 for Concept Farm and \$412,000.00 for Fleishman Hillard for their respective components of the 2020 campaign. **MOTION APPROVED.**

William Brawley shared that the Promotion Committee has been in contact with Chuck Toombs, a marketing professor at Oregon State University who also consults with many businesses. Toombs has proposed that he and his students work a semester putting together marketing strategies for the Christmas tree industry as he has done for other industries. Brawley shared that the program fee would be \$15,000.00. More details to follow.

#### **Adjourn**

It was **MOVED** by Charles Fowler and **SECONDED** by Bob Schaefer to adjourn the meeting. **MOTION APPROVED.**

Beth Walterscheidt adjourned the meeting at 12:15 p.m. Eastern time.

Respectfully Submitted,

Bob Schaefer

## CTPB 2020 PR BUDGET DRAFT

MEDIA RELATIONS	FEE	EXPENSES	TOTAL
<b>Media Relations - "First &amp; Frequent"</b>	<b>\$40,000</b>	<b>\$22,000</b>	<b>\$62,000</b>
<i>Ongoing media relations throughout the season to keep campaign and our message in the news (early season tip sheet/know your sources/shortage, True Food TV, etc.) + kids survey + a short consumer survey to help generate compelling news headlines</i>		\$16,000	Kids survey
		\$6,000	Distribution of 2-3 press releases; 1 with video (PR Newswire)
<b>Satellite Media Tour (SMT)</b>	<b>\$20,000</b>	<b>\$45,000</b>	<b>\$65,000</b>
<i>Coordination and execution of SMT (location TBC)</i>		\$37,000	SMT (on-location)
		\$3,000	FH travel + talent travel
		\$5,000	Talent fee (estimated)
<b>SOME SPIDER DIGITAL PARTNERSHIP</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>Scary Mommy, The Dad, Fatherly</b>	<b>\$20,000</b>	<b>\$75,000</b>	<b>\$95,000</b>
<i>Memes (2); article (2); pushing out CTPB video</i>		\$75,000	Some Spider integration
<b>INFLUENCERS</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>City Moms Collective Program</b>	<b>\$25,000</b>	<b>\$45,000</b>	<b>\$70,000</b>
<i>Partnership with up to 20 hyper-focused influencer partners focused on pre-Tree Day weekend</i>		\$45,000	City Moms Collective
<b>RETAILER ENGAGEMENT</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>Retailer Engagement</b>	<b>\$25,000</b>	<b>\$0</b>	<b>\$25,000</b>
<i><u>Discovery</u>: What do suppliers want? What do retailers need most? CTPB provides names of suppliers and retailers; FH develop interview discussion guide, brainstorm topics, facilitates discussions and reports back (total of 5-6 individuals).</i>	\$15,000	\$0	
<i><u>Development</u>: Based on input from interviews, determine recommendations for materials needed in collaboration with CTPB and Concept Farm (i.e. training videos, how-to guides, etc.)</i>	\$5,000	\$0	
<i><u>Distribution</u>: As needed, work together with Concept Farm and CTPB on distribution of the new materials</i>	\$5,000	\$0	
<b>REPUTATION MANAGEMENT</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>Ongoing Counsel</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>
<i>Issues counsel throughout season as needed; Starter Statement refresh of existing statements + development of new one for COVID-19. If a significant crisis emerges, additional budget could be necessary.</i>		\$0	
<b>CAMPAIGN MESSAGING</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>Campaign Messaging Development &amp; Research Integration</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>
<i>Development of proxy messages for testing; post-message testing development of full set of new 2020 campaign messages; revisions and feedback; align on final messaging</i>		\$0	
<b>PAID SEARCH COUNSEL</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>Paid Search Campaign</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$15,000</b>
<i>Paid search campaign driving to new/updated website</i>			Counsel only; Concept Farm to manage the buy
<b>ACCOUNT MANAGEMENT &amp; MEETINGS</b>	<b>FEE</b>	<b>EXPENSES</b>	<b>TOTAL</b>
<b>Account Management &amp; Meetings</b>	<b>\$45,000</b>	<b>\$5,000</b>	<b>\$50,000</b>
<i>Regular calls with CTPB and Concept Farm; ongoing client comms/updates; budget management; board meeting presentation in Feb.</i>		\$5,000	Misc. admin (phone, shipping); travel in Feb. to board meeting
<b>TOTALS</b>	<b>\$220,000</b>	<b>\$192,000</b>	<b>\$412,000</b>

# CTPB It's Christmas Keep It Real 2019 Budget

		2020 Recommended	2019 Reference
		Budget	Budget
		\$ 485,000.00	\$ 402,000.00
<b>AGENCY FEES</b>			
<b>CF</b>	Partner Leadership, Account Management, Creative Team	\$ 200,000.00	\$ 200,000.00
Section Total		<b>\$ 200,000.00</b>	<b>\$ 200,000.00</b>
<b>Components</b>		\$ 285,000.00	\$ 202,000.00
<b>Website - MUST</b>		\$ 56,000.00	\$ -
	Development & Content		
	<i>Quiz Functionality, Tree Species Guide, Tree Species Page (8-12), Tree Care Tips, Press/Media Section, Video Gallery, Contact form, Filter Functionality, Email Capture, Embeddable Assets for Retailer Use, Cookie / Privacy Policy, Google Analytics</i>	\$ 40,000.00	
	Locator Functionality	\$ 5,000.00	
	Tree Guide Illustrations (8-12 Species)	\$ 10,000.00	
	Hosting options and costs provided separately	\$ 1,000.00	
<b>Social Media - MUST</b>		\$ 30,000.00	\$ 35,000.00
	Off Season: 9 Months, 2-3 posts/month	\$ 10,000.00	\$ 15,000.00
	In Season: 3 Months, 3-4 posts/week with Paid Targeting, Measurement & Reporting	\$ 20,000.00	\$ 20,000.00
	Additional Posting, Targeting, Tracking & Measurement on Instagram	Included	Included
<b>Content - Listed in order of priority</b>		\$ 55,000.00	\$ 92,000.00
	Cutting Existing Content	\$ 20,000.00	
	Survey Kids (shooting & editing)	\$ 35,000.00	
	Up to 3 Emails (Newly Weds, New Movers, New Kids, etc.)	\$ -	
	Tales of Christmas (Avery & Olivia Bar)	Not Recommended	
	Nailed It	Not Recommended	
	Working Tree-Day Weekend	Not Recommended	
<b>Traffic Drivers - Listed in order of priority</b>		\$ 120,000.00	\$ 65,000.00
	Social Media Boosting	Blend TBD based on budget, approved content and campaign priorities.	
	Display Banners		
	Paid Search		
	Email Lists (Newly Weds, New Movers, New Kids, etc.) Emails not recommended.		
	Streaming		

<b>Retailer Support - Listed in order of priority</b>		\$ 24,000.00	\$ -
	PDF Guidelines & Calendar	\$ 7,500.00	
	Outreach (retailer locator email, direct mail including printing & postage)	\$ 5,000.00	
	Content Design Re-Packaging	\$ 7,500.00	
	Website Based Guidelines (4 montly pages with links)	\$ 4,000.00	
<b>Research - Listed in order of priority</b>		\$ -	\$ 10,000.00
	Post Campaign Study		\$ 10,000.00
	Pre Campaign Study		
	Focus Group	Not Recommended	
		\$ 485,000.00	\$ 402,000.00